

GREAT *Indy* NEIGHBORHOODS

**2009 IMAGINE BIG  
Application Package**

For Application Support, Questions, or Assistance,  
E-mail [imaginehelp@inrc.org](mailto:imaginehelp@inrc.org) (or call 920-0330)

\* effective Jan. 1, 2009

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## GINI-IMAGINE Matching Grant Criteria

### General Summary

The Indianapolis Matching Awards for Great Indy Neighborhoods Engagement (IMAGINE) BIG is one way that the Great Indy Neighborhoods Initiative (GINI) is committed to supporting the engagement, collective action and increased development of all neighborhoods and neighborhood-based organizations.

**This matching award seeks to reinforce the strengths and assets within Indianapolis' neighborhoods by providing financial resources for large scale projects, events and activities designed to increase resident engagement, promote neighborhood action centered on the GINI 11 principles of healthy neighborhoods, and establish new and stronger relationships among grassroots organizations and businesses.**

\* A detailed description of the GINI 11 principles is provided in Appendix B and can be found at [www.greatindyneighborhoods.org/principles.html](http://www.greatindyneighborhoods.org/principles.html)

### IMAGINE BIG Goals

- Support and increase engagement of residents, associations and institutions.
- Support the development and implementation of neighborhood-driven improvements organized around the 11 principles of healthy neighborhoods.
- Involve neighborhood residents in the planning and implementation of the project.
- Encourage new and stronger relationships among resident-driven organizations and businesses.
- All projects must build on the strengths and assets already existing in the community.

### Eligibility Requirements

Applications are accepted from, but not limited to, the following:

- Neighborhood-Based Organizations of residents or businesses in Marion County. Organizations that do not have 501(c)(3) status must collaborate with a fiscal agent to receive funds.
- Groups of Marion County residents who have gathered for the purpose of a specific project (i.e. task force, specialized committees, etc.).
- Faith-based organizations and religious organizations engaged in their neighborhoods.
- Schools and groups within schools engaged in their neighborhoods.
- Any collection/assembly of the above referenced groups.
- **Neighborhoods within the 6 GINI Demonstration areas are eligible to apply for IMAGINE BIG.**

*Awards will not be made to Government agencies, political groups, citywide organizations, universities, hospitals, non-local organizations; applicants who have failed to successfully carry out projects previously funded by IMAGINE.*

# GREAT *Indy* NEIGHBORHOODS

## IMAGINE Request Guidelines

- Requests can range from over \$5,000 (no less than \$5,001) to \$50,000.
- Requests must be for a new project, or expansion of an existing project (not for operating or ongoing staff costs).
- There must be a plan to sustain the project over time.
- The total budget must be at least \$10,000. If the total budget is over \$10,000, the total value of the match must equal or exceed half of the dollar amount requested from the Matching Fund (i.e. \$1 match for every \$2 of IMAGINE BIG funds requested). Match for funds can include community's contribution of volunteer labor, donated materials, supplies, services or cash. At least 25% of the neighborhood's match must come from within the neighborhood, as opposed to matches from outside of the neighborhood's boundaries like any resources donated by individuals who reside outside of the neighborhood, businesses outside of the neighborhood, volunteers who live outside of the neighborhood, etc. All volunteer labor is valued at \$19.51 an hour and professional services are valued at the reasonable and customary retail value of the product or service.
- Projects may start counting matching funds as soon as the application is submitted and, if an award is made, continue documenting expended match throughout the contract period. All matches must be directly related to planning and implementation of the project.
- All projects funded through IMAGINE BIG must be completed within 12 months from the receipt of funds.
- All projects **must** identify a Project Recorder and a Project Storyteller. These identified members of the community will be responsible for evaluating and documenting the proposed project throughout its process. The Project Recorder will be responsible for photographing and/or videotaping the project from inception to completion while the Project Storyteller will be responsible for providing written narration for the project. Training and detailed explanation of this process will be provided upon notification of receipt of IMAGINE funds.

## IMAGINE BIG Application Process & Timeline

- The deadline for Letters of Intent to Apply for IMAGINE BIG is on Wednesday, April 1, 2009 at 5:00pm.
- Potential applicants will be notified of their approval status by April 9, 2009. At that time, approved applicants will receive instructions for submitting their full application.
- The deadline for the full application, if approved, is Wednesday, May 27, 2009 by 5:00pm. Award notifications will be made no later than June 19, 2009.
- The GINI Engagement Working Group Committee will review all applications and make award decisions. As soon as funding announcements are made, all funded and unfunded projects will be contacted with a detailed description of the funding decision. It is possible that applications receiving funding will be posted on the GINI website, in newsletters, etc.

# GREAT *Indy* NEIGHBORHOODS

## The Letter of Intent to Apply for IMAGINE BIG

When crafting a Letter of Intent to Apply for IMAGINE BIG be sure to first read this entire 2009 IMAGINE BIG Application Packet and determine, to the best of your ability, if IMAGINE BIG is a good match for your neighborhood based organization.

### **PLEASE INCLUDE THE FOLLOWING INFORMATION IN THE LETTER OF INTENT TO APPLY FOR IMAGINE BIG:**

- Clearly identify the name and contact information of the organization applying for IMAGINE BIG funding.
- Clearly identify the total budget amount of your project.
- Clearly identify the amount requested from IMAGINE BIG.
- In the body of the letter be sure to include the following:
  - A description of the proposed project and its relevance to the neighborhood.
  - Identify the stakeholders that are collaborating with your organization on your proposed project and the role those collaborators will play in the project.
  - Provide a snapshot of what you would like to achieve with your proposed project.

**THE LETTER OF INTENT TO APPLY FOR IMAGINE BIG SHOULD NOT EXCEED TWO (2) PAGES!**

# GREAT *Indy* NEIGHBORHOODS

## APPENDIX A: GINI 11 Principles of Healthy Neighborhoods

### **1. Leadership**

Healthy neighborhoods value and cultivate skilled leadership and an active citizenry. Healthy neighborhoods possess a complement of local organizations, civic associations, religious communities, and/or community development corporations composed of the diverse local array of racial, ethnic, and economic constituencies.

### **2. Vision**

Healthy neighborhoods foster the creation of a “future community vision” and develop a holistic set of neighborhood strategies to achieve that vision. The ability to collaborate across barriers and sectors to successfully implement these strategies is recognized and valued.

### **3. Collaboration**

Healthy neighborhoods exist within a metropolitan setting where governments and the private, philanthropic, & independent sectors value and provide coordinated support for neighborhood association formation & growth, local leadership development, and holistic community development initiatives.

### **4. Services**

Healthy communities maintain the highest standard of health and human services.

### **5. Education**

Healthy neighborhoods place a high value on intellectual and moral education. All local institutions and social structures take extraordinary measures to provide support to local schools. Parents and adults actively participate in the education of children. Children and young adults are involved in neighborhood associations and other local leadership forums to provide civic responsibility training.

### **6. Culture**

Healthy communities offer a wide and varied array of artistic, cultural, recreational, and spiritual programs and venues to enrich the quality of life, nurture local talent and foster creativity.

### **7. Safety**

In healthy neighborhoods, police and citizens partner together to create a safe, crime-free environment. Healthy neighborhoods create safe and nurturing venues for children.

### **8. Environment**

Healthy communities manage and invest in local properties and the common environment to maintain the community’s aesthetic and physical quality.

### **9. Housing**

Healthy communities offer attractive housing as a community asset and a wealth building opportunity for local families.

### **10. Business Diversity**

Healthy communities possess a complement of retail and professional services.

### **11. Economy/Jobs**

Healthy communities have an integrated economic relationship with the surrounding region providing both producers and consumers and generating economic opportunity. Healthy neighborhoods provide a setting where individuals can become able to participate in the economy, either in the work force or through entrepreneurial activity.

# GREAT *Indy* NEIGHBORHOODS

## APPENDIX B: Schedule of application deadlines/award amount

**IMAGINE BIG Awards will be made one time during 2009. The Schedule of Deadlines and announcements are as follows:**

**Deadline for Letters of Intent to Apply for IMAGINE BIG:** Wednesday, April 1, 2009.

**Announcement of Approved Potential Applicants:** No later than Thursday, April 9, 2009.

**Required IMAGINE BIG Application Information Session:** Monday April 20, 2009 5:30 – 7:00pm.

**Deadline for submission of full IMAGINE BIG application (if approved):** Wednesday, May 27, 2009.\*

**Award notifications will be made no later than Friday, June 19, 2009.**

\*Applicants may be asked to give a presentation about their application to the Engagement Working upon submission of their application.

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### Three Methods to Submit Letters of Intent to Apply for IMAGINE BIG:

- (1) Letters may be faxed to 317-920-0556
- (2) Letters may be delivered in hard copy (via postal service, hand delivery, etc.) to the following address:

Indianapolis Neighborhood Resource Center  
c/o IMAGINE BIG  
1802 North Illinois Street  
Indianapolis, IN 46202-1318

\*Please note that letters must be **received**, not postmarked, at the above address by 5:00pm on the day of the deadlines. Any letter received after the deadline will not be considered for funding.

- (3) Letters may be e-mailed to [IMAGINEHELP@inrc.org](mailto:IMAGINEHELP@inrc.org). However, e-mailed letters must include the appropriate signatures (not electronic signatures).

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### Fund Amount Summary

**Matching Award Range: \$5,001 - \$50,000**

**Total Minimum Project Budget Range: \$10,000 - \$75,000**

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## APPENDIX D: Project Storyteller and Recorder as Evaluation and Action

**General Summary:** The Project Storyteller and Recorder organize a simple process by which people can identify, represent, and enhance their neighborhood project through the use of photography, stories and neighbor response. Most neighborhood events involve at least one neighbor who takes pictures of the event. Often times, highlights and memories of neighborhood projects live on in living rooms, on sidewalks and in community spaces as neighbors tell stories to others about the event. This process simply pulls from those natural interactions into a meaningful group interaction that demonstrates project successes and meaning. It entrusts cameras and stories to the hands of people to enable them to act as recorders, and catalysts for action and change, in their own neighborhood projects. It uses visual images and stories to promote an effective, participatory way of sharing expertise that continues to promote our neighborhoods.

### Basic Required Resources

#### One Project Recorder:

The neighbors involved in planning the IMAGINE BIG funded project must identify one neighbor who will photograph the planning and execution of the event or project. This could be a neighbor who is known for being the 'neighbor photographer' or a neighbor who is interested in photography. The most important aspect of the project photographer is that they attend and photograph the main steps leading up to the project and the implementation of the project (i.e. focus group meetings, planning committee meetings, a final event, etc.). They also must present their photographs to a focus group consisting of participating neighbors at a few focus group meetings. If photography equipment is not available to the identified Project Recorder, the GINI Engagement Working Group will work with the Project Recorder to access necessary equipment.

#### One Project Storyteller:

The neighbors involved in planning the IMAGINE BIG funded project must identify one neighbor to write short stories about the events leading up to the project and execution of the event or project. This could be a neighbor who is known for their ability to tell stories or a neighbor who has an interest in writing. The most important aspect of the Project Storyteller is that they attend the main steps leading up to the project and the implementation of the projects (i.e. focus group meetings, planning committee meetings, a final event, etc.). They also must write up short narratives, using as much of their own voice as possible, for each of these steps and present them, along with the photographs created by the Project Recorder, to a focus group consisting of participating neighbors at a few focus group meetings. Ideally, the stories written by the storyteller will be transcribed onto an electronic document (i.e. Microsoft Word). However, if the Project Storyteller does not have access to that technology, arrangements can be made with the GINI Engagement Working Group.

# GREAT *Indy* NEIGHBORHOODS

## APPENDIX E: Project Storyteller and Recorder as Evaluation and Action (cont'd)

### **Project Response Focus Groups:**

The most important part of this process is how neighbors use the photographs and stories to learn about the project's impact and success. In an attempt to achieve and document this, with the help of other neighbors, the Project Recorder and Storyteller will convene at least three focus groups meetings during the timeline of the development and execution of the project or event. The first of these focus groups will occur near the beginning of the planning stages. The second will occur during the middle and the last will occur after the project has been implemented or the event has occurred. During the focus groups, the Project Recorder will display their photographs and the Project Storyteller will read their stories. Then, members of the group will have a discussion about what they saw and heard. The discussion will be guided by standard questions. The focus group conversation will be recorded by audiotape, videotape or through written notes. These conversations will be used to inform neighbors and other GINI Engagement Participants about the engagement that occurred through the process and help towards better establishing best practices and learning experiences city-wide. The dates and times of the focus group meetings are dependent of the specific project timelines and will be determined, in conjunction with GINI Engagement Working Group members, upon award notification.

**Please note that a brief and MANDATORY introductory training will be provided to the Project Recorders, Storytellers, and Primary Contact Organizer upon award notification. Questions and clarification will be addressed at the time.**